# 文案 copy writer

**Chasing After Happiness（网页标题）**

2015年，38岁的小郝怀着雄心壮志，只身前往美国。“总比在国内待着好。”小本生意越发没有出路，他决定出去闯闯。

小郝不过是巨大移民人群的一个缩影——根据IOM发布的《世界移民报告》，过去四十五年中，国际移民的人数已大幅增加。

In 2015, The 38-year-old Chinese Mr. Hao, went to the United States alone with great ambition. "Better than China at least." Seeing no future of his mom-and-pop store, he decided to go abroa and make a breakthrough.

Mr. Hao represents a microcosm of the huge immigration. According to the IOM World Immigration Report, the number of international migrants has increased dramatically in the past 45 years.

**Migration Flow around the world（迁徙图）**

Blue means the net migration of the country is positive (more inflows) and red means negative (more outflows). One yellow dot represents 1,000 people.

Hover and Click any circle you want (Tap the circle twice if using mobile) to see details of the selected country.

金色的圆圈不断移动，正如来来往往的众多移民。2015 年有7亿人表现过移民意向。实际居住在出生国以外国家的人数大约在 2.44 亿，比 1990 年几乎多了 1 亿。2050年，该数字预计将增长到4亿。

到底，为什么会选择移民？移民真的更幸福吗？

The golden dots move busily, which mimics immigrants all around the world coming and going. In 2015, 700 million people expressed their intention to emigrate. The actual number of people living outside the country of birth is about 244 million, 100 million more than what it was in 1990. In 2050, it is expected the figure to keep growing to 400 million.

After all, why do people choose to emigrate? Are immigrants and their families really happier?

**Most popular but not happiest**

这张地图显示了世界各地的移民流入状况，颜色越深表示该地移民流入量越大。美国是颜色最深的国家，1970 年起，这里一直是国际移民的主要目的国。从那时起，居住在美国的外国出生的人数几乎翻了四倍（滑动）

而圆圈的大小则代表国家内移民的幸福指数。可以看出移民流入量最大的几个国家，并不是最幸福的移民国。美国的移民幸福指数也不过排在全球第14位。

邱（首字下沉）在新加坡读完书后，选择了去美国读博。毕业后，他留在了亚特拉大的技术公司做工程师。“答案很简单，美国是世界上最强大的国家。”在美国近20年，他操着已经不太流利的中文，解释着选择目的地的原因。

与邱相同， 三分之二的移民选择经济发达地区作为目的地，虽然它们往往不是幸福指数最高的国家，但是却提供了改变生活的机会。这也是人们选择移民的第一大原因——为家人创作更好的生活？

但他们做到了吗？

This map shows the influx of immigrants from all over the world. The deeper the color, the larger the influxes. Obviously, the United States is the deepest one. It has been the main destination of international migration since 1970. And the number of foreign-born people living in the United States has almost quadrupled since then.

The size of the circle represents the happiness index of immigrants in this country. Red circles represent the top 10 happiest countries. The countries with the largest influx of immigrants are not the happiest ones. Just like the U.S., it is immigrant happiness index ranks only 14th in the world.

After finishing his college life in Singapore, Qiu chose to go to the United States to study for a doctorate. After graduation, he stayed as an engineer at a technology company in Atlanta. "The answer is pretty simple——the United States is the most powerful country in the world." For nearly 20 years abroad, he explained the reason to choose his destination with his mother-tongue, which was no longer fluent.

Similar with Qiu, two-thirds of immigrants choose economically developed areas as their destinations. Although those are often not the happiest countries, they do offer opportunities for immigrants to change their lives, which is exactly the first reason people choose to emigrate——make a better life for themselves and their families.

But do they?

**Really happier than before?**

下图中，蓝线表示移民者的6项数据，红线则代表其出生地未选择移民的同胞。虽然在人均GDP等各项物理条件上，移民者数据都不及本地居民，但在心理幸福指数上，移民者几乎超过了本地人的一倍。至少，他们感到更加幸福了。

（雷达图）

在美国的第一年，小郝胖了二十斤。

与中国不同，这里的二次加工食品甚至肉都很便宜，唯独蔬菜水果贵。“美国人胖的都是穷人。”他调笑道。没拿到绿卡，也找不到正式工作，他只能先在华人区的餐厅打工，赚的工资不多，但省吃俭用点，再兑成人民币，也足够给留在中国的妻儿提供些补给。“别生病就行。”他说。

日子似乎不如来之前想的光明，但小郝对自己做出的决定毫无悔意：“有个中国老太太，每天早上都去公园打太极拳。人家老外看了觉得可了不得，中国功夫！后来老外就和她一起练，每个人都付给她一点儿钱。就这么，老太太在美国买了一套房。”小郝突然讲起这个故事。太极拳也一直是他在中国的爱好，甚至还拿过几次业余比赛的冠军。他顿了顿：“反正在中国也混不出什么名堂了。”

(Radar chart)

In the figure above, the blue line represents six indexes for immigrants, while the red line represents their compatriots who have not chosen to immigrate. Although the physical conditions for immigrants, such as GDP per capita, are not as good as those of local residents, the psychological well-being index of immigrants almost doubles that of people staying in motherland.

At least, they feel happier.

(插图)

In his first year in the United States, Mr. Hao almost gained twenty pounds.

Unlikely in China, you can buy secondary processed foods and meat with a little money here, but vegetables and fruits are pretty expensive. "All the fat are poor." He jokes. Without the Permanent Resident Card and a formal job, he could only work in a restaurant in the Chinese community, earning a meagre salary. But by frugality he managed to provide some supplies for his wife and daughter who stayed in China. Exchanging USD to RMB, the money seems to be handsome." Just don't get sick." He says.

Days seem not as bright as he had imagined before leaving China, but Mr. Hao has no regrets for his decision: "Once there was a Chinese old lady who went to the park every morning to play Taiji. It is common for our Chinese but pretty amazing that foreigners look at it——Chinese Kungfu! Many foreigners practiced with her and everyone paid her a little money. In this way, the old lady bought a big house here.” Mr. Hao told the story unexpectedly. Taiji has always been his hobby in China, and he even won several amateur championships. He paused for a while, "There's no place in China anyway."

邱对自己的生活还算满意，虽然刚开始和美国平均水平不能比，但是“肯定是比在中国好多了。”西餐吃不惯，中餐馆又贵又不正宗，他甚至在学校锻炼出了精湛的厨艺。虽然也经历过痛苦孤独的时刻，邱却坚决的表示，自己从没想过放弃回国——“你既然选择出国，经历这些是最基本的觉悟。”

从一开始，融入美国生活对邱来说就颇为容易。不出一个月他就已经和周围的同学打成一片，工作两年，更是顺利拿到绿卡，生活水平提高了不少。但邱悲观的觉得，作为华人，更深层的融入这辈子都不可能实现。由于能力出众，他很快做到了公司总经理。然后，似乎再也没有了升职的机会。“‘天花板’你们都知道的，几乎不可能有华人做到总监。”他解释道，“你是亚洲人，你又是外国人。”

While Qiu is quite satisfied with his life. Although at first he can't compare with the average level in the United States, he must be much better than in China. Not accustomed to Western food, Chinese restaurants are expensive and not authentic, and he even trained excellent cooking skills in school. Although he has also experienced painful and lonely moments, Qiu expresses firmly that he never thought of giving up returning to his country - "Since you choose to go abroad, experience these are the most basic awakenings."

From the beginning, it was easy for Qiu to integrate into American life. Within a month, he had been working with his classmates around him for two years, and he got the green card smoothly, and his living standard improved a lot. But Qiu' s pessimistic view is that as a Chinese, deeper integration in this life is impossible. Because of his outstanding ability, he quickly became the general manager of the company. Then, it seemed that there was no chance of promotion. "As you all know, it's almost impossible for a Chinese to be a director." He explained, "You're Asian and you're a foreigner."

### Gain happiness in first 5 years

（bar chart）

的确，移民让人们对生活有了更多的积极评价与期望。而随着时间的推移，移民或拿到了绿卡，或适应了生活，生活期望会有小幅度的上升。But just like Qiu, immigrants already achieve happiness gains during their first five years after migration. This finding suggests that the happiness of immigrants does not improve much with their length of stay in the destination country, which is in line with previous research findings.

**Better life for family**

小郝出国时，他的女儿瑞奇刚刚上初中。她不知道父亲究竟在美国干什么，“当时觉得去美国就很厉害啊”。她对父亲感到骄傲，常常告诉同学们，爸爸在美国工作。母女俩的生活也的确好了一些，瑞奇背上了自己一直想买的小包，朋友圈多了些精致的菜品，照片成熟的不像个初中孩子。“可能是朝着美国靠拢了。”好友的妈妈说道，语气琢磨不定。

但瑞奇的孤独也是明显的。小郝在家时，一家人在早上就会开火吃炒菜。如今爸爸做的美味早饭被买来的速食粥饼代替，这个早上吃炒菜的习惯，也被强行纠正了过来。周末三人看电影的传统被去教堂祈祷取代——“到时候如果我俩也过去，我害怕奇奇在上学的地方被歧视。”妈妈因此作出了信教的决定。

为了有人陪陪瑞奇，妈妈给她买了只小金毛，这是瑞奇从小就嚷着想要的。

然而，宠物只是宠物。

（加一张插图，狗和人落寞坐在一起什么的）

相比之下，邱在美国结婚生子，少了不少烦恼。但是他的父母仍然留在济南。邱经常会寄钱回去，父母生活水平有所提高，但并没有“质的飞越”。“就像中国的农村孩子去城市工作一样。”他解释道，“因为美国的消费水平很高，也要攒钱给自己买房子，生病的时候花销也很大。”如今父母年龄越来越大，虽然支持邱的决定，却也越发想念孩子，时常要求他回国看看。

When Xiao Hao went abroad, his daughter, Rich, had just entered junior high school. She didn't know what his father was doing in the United States. "I thought it would be great to go to the United States at that time." She was proud of her father and often told her classmates that he worked in the United States. Mother and daughter's life is really better. Ricky carries a small bag he's always wanted to buy. There are more delicate dishes in his circle of friends. The photos are not as mature as a junior high school child. "Maybe closer to the United States." My friend's mother said, her tone uncertain.

But Rich's loneliness is also evident. When Xiao Hao was at home, the family would open fire and eat stir-fried vegetables in the morning. Today, Dad's delicious breakfast was replaced by the fast-food porridge he bought. The habit of eating fried vegetables this morning was also forcibly corrected. The tradition of watching movies for three on weekends has been replaced by praying in church -- "If we go there, I'm afraid Qiqi will be discriminated against in school." So my mother made a religious decision.

In order to be accompanied by Ricky, her mother bought her a little golden hair, which Ricky had been clamoring for since childhood.

However, pets are pets.

(with an illustration, dogs and people sitting alone or something)

In contrast, Qiu's marriage and childbirth in the United States has caused a lot of trouble. But his parents remained in Jinan. Qiu often sends money back. His parents' living standards have improved, but there is no "qualitative leap". "It's like Chinese rural children going to work in cities." He explained, "Because the level of consumption in the United States is very high, we have to save money to buy our own house, and we spend a lot when we get sick." Nowadays, parents are getting older and older. Although they support Qiu's decision, they miss their children more and more. They often ask him to go back to China.

（the last bar chart——small multiple）

The results suggest that migration generally improves the perceived quality of life of household members back home but not necessarily their emotional well-being. Particularly interesting is that having a household member abroad generally does not reduce—and often even increases—negative affect experiences among the family back home. Hence, migration often requires trade-offs between different aspects of happiness for people staying behind.

（插图）

2019年到了，邱的初创公司正在慢慢发展，如果可能，他想2年内回到中国。“到底还是华人。”邱一直没有加入美国国籍，也一直与济南的朋友保持着联系。“我想回去了。”

而小郝，则正打算着，让妻子女儿一起去美国，刚刚好女儿快上大学了，这是团聚的好机会。他正喜气洋洋的准备着，希望能在美国过个团圆年。

（插图）

移民，有苦有累，却也有幸福与希望，think twice when you make your decision.And don’t regret.

（结尾——搞个动效，整个屏幕占满

You will get your happiness）

By 2019, Qiu's start-up company is slowly growing, and if possible, he wants to return to China within two years. "It's still Chinese." Qiu has never been a citizen of the United States and has maintained contact with friends in Jinan. "I want to go back."

Xiao Hao, on the other hand, is planning to let his wife and daughter go to the United States together, just as her daughter is about to go to college, which is a good opportunity for reunion. He is preparing for a happy reunion year in the United States.

(illustration)

Immigrants, who have sufferings and tiredness, but also have happiness and hope, think twice when you make your decision. And don't regret.

(End --- Make a move, the whole screen is full.

You will get your happiness)